

CHAPTER I

INTRODUCTION

1.1 Background

Communication and language have a close relationship and are interrelated in the process of human interaction. Language is a symbolic system used to convey messages, ideas, and information between individuals. Communication is related to language and communication is a process that involves the use of language as a speaker and listener to transmit messages from one party to another. Successful communication involves conveying, receiving and understanding the message conveyed. Through understanding language, we can express thoughts, feelings, and share knowledge with others. Language according to Sapir in Holifatunnisa & Wuryandari (2023) defines that language is used as human communication not only in writing but also in talking to one another. In addition, language can also contain nuances, implied meanings, and certain social conventions that influence how messages are received and interpreted by recipients. Therefore, understanding how language is used in communication contexts is very important for creating effective communication and understanding the dynamics of human interaction in various situations.

In this context, pragmatics, as a branch of linguistics that studies how language is used in communication contexts, becomes important. Pragmatics helps us understand how language is used in social media, including how messages are structured, how implied meanings are expressed, and how context influences message interpretation. As explained by Yule in Farikha & Nuzulia(2020), conversations have deep meaning for both the speaker and the listener, so they require practical analysis to be able to understand the meaning conveyed. In pragmatics, there is a very important concept known as conversational implicature, which refers to additional or implied meanings that emerge in everyday conversation through the use of language. L. Mey(2001) suggests that implicatures in conversation are the results of conclusions or

messages intended in the conversation. This means that implicatures in conversation are meanings that are not conveyed explicitly, but are instead implied in speech. Conversational implicatures occur when a speaker indirectly conveys a message, and the listener or reader must use Grice's principles to interpret the additional meaning.

Grice's principles, outlined by linguist Grice(1975), serve as a framework for understanding the mechanisms of communication. These principles encompass four key components: the Maxim of Quantity, Quality, Relation, and Manner. Levinson(2000) elaborates on these maxims, explaining that: (1) The Maxim of Quantity stresses the importance of providing adequate information without excessive or insufficient details; (2) The Maxim of Quality underscores the necessity of truthfulness and sincerity in speech, prohibiting speakers from making statements they don't believe; (3) The Maxim of Relation pertains to maintaining relevance within the conversation, discouraging speakers from introducing irrelevant information; and lastly, (4) the Maxim of Manner highlights the need for clear, organized, and unambiguous communication. According to Green(1990), the cooperative principles proposed by Grice serve as a starting point that listeners use to infer the implied meaning that may be contained in utterances that comply with these principles.

In practice, conversational implicature arises when the speaker follows Grice's principles, but the additional or implied meaning can be understood by the listener or reader. For example, if someone asks, "Do you want to share cake?", and the speaker replies, "I'm on a diet," then the additional implied meaning is that the speaker does not want to share cake. This is an example of how pragmatics, conversational implicature, and Grice's principles are related and help us understand how communication takes place. Therefore, according to Grice(1975), based on the principle of cooperation, speakers must not violate the four principles of cooperation so that communication runs smoothly. By understanding and applying these principles, our communications can be more effective and meaningful, allowing our messages to be well received and understood in a variety of contexts. On social media, it is not uncommon for users to deliberately

provide responses that violate Grice's principles, which are called flouting maxims. As Massanga & Msuya(2017) said, everyone does not always fulfill Grice's principles of cooperation or fails on several occasions in the context of communication. Flouting maxim is often used to insinuate or criticize without directly expressing opinions or feelings. This allows users to avoid direct confrontation while still getting their message across between the lines. Another example is when users use ambiguous or overly complex language to create a puzzle or challenge for their followers.

The following are previous studies that examined flouting maxims or violations of Grice's Cooperation principles. First, Gunawan & Gunawan Lestary(2019)analyzes the conversation between the main characters in the film Home Alone 2 by John Hughes which violates Grice's principles. The researchers use descriptive qualitative approach and the data taken from character conversations in the film Home Alone 2 "Lost in New York". Analysis was carried out by referring to the text and subtitles of the film to identify nonverbal clues of misunderstanding. The process of checking the script and viewing the film subtitles was repeated several times to ensure the accuracy of the analysis, including determining the type of maxim violation, its causes, and its impact.This study exposes four categories of flouting maxims that main charakters in the movie "Home Alone 2: Lost in New York" have contravened. Apart from that, researchers found four reasons why the main actors violated the maxim, namely for competitive, collaborative, convivial, and conflictive reasons.

Second, Natasya et al.(2019) conducted an examination of Grice's Cooperation principles in the movie "Finding Dory." Their study utilized a descriptive qualitative approach involving observation, description, and explanation of the discovered violations. The researchers applied a descriptive qualitative method, collecting data through observing dialogues within the film. Their findings revealed the presence of various types of maxim violations in "Finding Dory," including 17 instances of quantity violations, 1 instance of quality violation, 16 instances of relation violations, and 1 instance of manner violation.

Third, , Hasani(2016) analyzed the flouting maxim from tweets made by Indonesian influencers on Twitter. This research uses qualitative methods because it explores issues related to language use. The language approach used is descriptive rather than technical, and data analysis is carried out interpretively by categorizing data without involving statistical analysis. This research data was taken from Twitter by randomly selecting Indonesian influencer tweets and then analyzing whether the conversations in these tweets included maxim violations or not. This study revealed that many conversations violated Grice's principles of cooperation. The researcher also explained that the violation of Grice's cooperative principles in conversation was aimed at making jokes so that the conversation ran smoothly.

Fourth, Farikha & Nuzulia(2020) examines the aspect of identifying the flouting maxim and the meaning of the remarks made an interview session with TIME by Donald Trump. the researchers use a descriptive method and data is taken from transcripts of conversations or remarks from Donald Trump's interview with TIME. This study discovered three categories of maxim flouting, identified in eleven utterances that exhibited maxim violations. Specifically, three utterances showed a flouting maxim of relation, while two utterances displayed a flouting maxim of manner. Apart from that, researchers revealed that the flouting maxim found in Trump's remarks was intended to provide more information, and interest and show his strength as someone as a representative of America.

Fifth, Rafika et al.(2020) examined transgressions of Grice's principles within expressions of humor in American Situational Comedy 2 Broke Girl. This researchers use descriptive qualitative research and data is obtained from humorous expressions uttered by actors in American Situational Comedy 2 Broke Girl season 6 episodes 3-9. This study revealed that actors committed 4 types of maxim violations. Maximum quantity flouting is most often found because actors provide too little information or conversely provide too much information. Violating this maxim creates humorous conversations between players.

Sixth, Marlisa & Hidayat(2020) examined breaches of Grice's cooperative principles during an episode of the Good Morning America (GMA) talk show

featuring Jackie Chan as a guest. This research was taken from transcripts of conversations or remarks between Jackie Chan and two GMA hosts. From the transcript of their conversation, the researcher analyzed their statements which violated Grice's principles of cooperation. The results of this study found that two maxim violations were frequently found, namely flouting maxim Quantity and flouting maxim manner. Apart from that, the researcher revealed that the advantage of violating the maxim is that it can make communication more enjoyable.

Seventh, Rabecca et al.(2021) determine the categories of breaches or transgressions of Grice's cooperative principles in the main character in a film entitled *The Edge of Seventeen*. Researchers used descriptive qualitative research methods and data was taken from speech or dialogue spoken by the main character in the film *The Edge of Seventeen*. This study revealed that the main characters in the film violated all types of Grice's cooperative principles. The most frequently found violation of the Grice's maxim by the main actor is the flouting maxim of quantity and the maxim violation that is rarely found is the flouting maxim of quality and manner.

Eighth, Yustika et al.(2022) analyzed the maxim flouting carried out by characters in a good film as a learning medium. This research is taken from film scripts and character behavior which will be analyzed based on thematic and content. This investigation identified four categories of violated maxims, which encompassed breaches in quantity, quality, relation, and manner. These flouting maxims were found in characters in films whose purpose was to joke, ridicule, explain something, start a conversation, etc. Apart from that, researchers revealed that this film has the potential to increase student literacy in the form of understanding, manners, language, and participation.

Ninth, Holifatunnisa & Wuryandari(2023) analyzed the violation of Grice's cooperative principles in the film *The Adam Project*. The researchers applied a descriptive qualitative method. The information for this research was derived from the dialogue spoken by the characters throughout the movie "*The Adam Project*". This study revealed that researchers found 30 pieces of data An

example of deviation from Grice's principles of cooperation is found in the film *The Adam Project*. The flouting maxims found were 4 flouting maxim quantities, 8 flouting maxim qualities, 4 flouting maxim relation data, and 14 flouting maxim manner.

Tenth, Lutfia et al.(2023) analyzed transgressions of Grice's cooperative principles in an interview conducted by Elon Musk with a TED Talk. The research used descriptive analysis and data was taken from videos and transcriptions of Elon Musk's TED Talk interviews. The research discovered a total of 34 instances of flouting maxims, which included 15 instances of quantity maxim violations, 9 instances of relation maxim breaches, 6 instances of quality maxim violations, and 4 instances of manner maxim violations. In the study flouting maxim quantity is often found in Elon Musk's interviews because he reveals a lot of information and thoughts.

In this study, researchers focused on violations of maxims on Twitter, especially in netizens' responses to news posted by the official "CNN Breaking News" account. Social media, especially Twitter, has become an integral part of human life in an increasingly widespread digital era. With its strict character limit, namely 280 characters per tweet, Twitter is a challenging but unique communication arena. In interactions on social media, the concept of implicature emerges as an interesting phenomenon, unearthing hidden meanings in Twitter users' short words. This creates an interesting linguistic environment and invites exploration into the formation of communication in the digital era.

In the context of Twitter, character limitations are not just an obstacle, but a creative resource. Users often deliberately violate Grice's cooperative principles. Grice's principles, proposed by linguist Herbert Paul Grice(1975), are a framework that helps explain how communication works. According to Green (1990), the cooperative principles proposed by Grice serve as a starting point that listeners use to infer the implied meaning that may be contained in utterances that comply with these principles. Searching for hidden meanings, developing discourse through threads, and the ability to capture the nuances of short messages are interesting challenges that stimulate communicative intelligence. Creativity in

flouting maxim creates a unique ecosystem where character limitations become creative resources that produce deep communication. Therefore, social media is not only a communication tool but also a dynamic space for expression and exploration in this era of digital transformation. Examples of netizen responses that violate the maxim were found on the CNN Breaking News Twitter account.

@cnnbrk: Israel confirms an IDF attack caused the massive blast at Gaza's largest refugee camp that has reportedly left many people dead and injured

*@Ng**Om*****: So nobody in the world can stop Israel?*

*@sin*****1: Who can stop Russia bombing Ukraine non stop daily for almost 2 years killing thousands of civilians including more children than in Gaza. Where is the outcry from the arab world wanting support for their own, but showing no empathy for others suffering. there is flouting maxim in the interaction above?*

The response from @sin*****1 in this conversation about the IDF attack on Gaza seems to violate the maxim of relation, because it diverts attention from the incident involving Israel and Gaza, by criticizing the international response to the situation in Ukraine. The implication of this response is to highlight the double standards and lack of consistency in the international response to various conflicts. The responder states that there is a gap and lack of empathy or support for certain conflicts compared to others.

The "CNN Breaking News" Twitter account (@cnnbrk) is one of the main sources of up-to-date information for netizens around the world. With 63.8 million followers, this account sends short tweets containing news headlines and links to full stories on CNN's website. This account is the center of global netizen interaction. Through pragmatic analysis, this research explores violations of Grice's cooperative principles in netizen responses, providing a complete picture of the complexity of courageous communication. By uncovering how breaches occur and why, this research has the potential to provide valuable insights into the understanding and effectiveness of communication in cyberspace.

1.2 Research Questions

- a. What violations of the principle of cooperation were found in netizen responses on the CNN Breaking News Twitter account for the November period?
- b. What is the reason behind violation of Grice's principle of cooperation cooperation were found in netizen responses on the CNN Breaking News Twitter account for the November period?

1.3 Objectives

- a. To find violation of Grice's cooperative principles in netizen responses on the CNN Breaking News Twitter account for the November Period.
- b. To explain the reason behind violation of Grice's principle of cooperation cooperation were found in netizen responses on the CNN Breaking News Twitter account for the November period

1.4 Benefits

a. Theoretical Benefits:

This research will provide a theoretical contribution to understanding the pragmatics and use of Grice's cooperative principles in the context of social media. This will help enrich the academic linguistics on how pragmatic concepts are applied in online interactions.

b. Practical Benefits:

- 1) For Netizens: Netizens will gain a better understanding of how to communicate effectively and cooperatively on social media platforms like Twitter, so they can avoid unwanted offense and improve the quality of their interactions.
- 2) For CNN Breaking News: This research could provide CNN Breaking News with valuable insight into how users respond to and interact with their news content on Twitter. This can help them understand their audience's needs and preferences better.

3) For Researcher: This research helps increase researchers' understanding of Grace's cooperative principles. This research will also help researchers develop research skills, including data collection, analysis, and interpretation. This is a valuable provision for researchers in future research.